MERIT OOH SPENDING (PLANNING COSTS)

	T/A	MARKET	# OF BOARDS	COST PER MONTH	SHOWING LEVEL	OOP BULLETINS	OOP 30-SHEET	TAXI-TOPS	BUS SHELTERS	PARKING GARAGES
CORPORATE POOL										
	2A0	BALTIMORE	79	$35,605	75		53			
	1B0	BOSTON	76	$67,944	75			*824**		
	4L0	CHICAGO	17	$112,744	50	3	136			
	1HQ	NEW YORK	40	$335,646	50			*1150**		*25**
	1I0	PHILADELPHIA	89	$90,349	50		50		*20**	
	2C0	RICHMOND	24	$17,657	75		66			
	2B0	WASHINGTON	5	$16,046	50	6			*48**	54
CORPORATE TOTAL			330	$675,991		TOTAL OOP IN CORP MKTS=				$200,664
				+ CORP ALTERNATIVE VECHS.- ($191,354)						
			**ONE MONTH OF CORP POOL OOH=	$872,392						

			OOP BULLETINS # OF UNITS	COST PER MONTH	SHOWING LEVEL	OOP 30-SHEETS # OF UNITS	COST PER MONTH	SHOWING LEVEL
PRIORITY MARKETS (30-SHEETS & BULLETINS)	4N0	GREEN BAY	2	$3,100	16	68	$26,996	75
	1C0	HARTFORD	5	$15,000	15	216	$94,176	75
	4Q0	MILWAUKEE	2	$7,800	14	83	$39,015	75
	4O0	MINNEAPOLIS	6	$15,420	10	166	$67,032	75
	1D0	RHODE ISLAND	2	$8,000	14	88	$38,328	75
			17	$49,320		623	$265,547	
				TOTAL OOP IN PRIORITY MKTS=		$314,867		

			OOP 30-SHEETS # OF UNITS	COST PER MONTH	SHOWING LEVEL
OTHER KEY MARKETS (OOP 30-SHEETS)	1E0	ALBANY	34	$15,776	50
	1G0	BUFFALO	92	$35,630	50
	5E0	DENVER	51	$20,364	50
	3I0	DES MOINES	22	$8,800	50
	4G0	GRAND RAPIDS	80	$38,288	50
	3K0	KANSAS CITY	40	$12,600	50
	3J0	OMAHA	27	$10,206	50
	5F0	LAS VEGAS	16	$7,600	50
	4P0	SIOUX FALLS	12	$4,836	50
	5B0	SPOKANE	31	$11,608	50
	1F0	SYRACUSE	28	$10,650	50
TOTAL OOP IN OTHER KEY MARKETS			433	$176,358	
**TOTAL OOP IN ALL MARKETS- (ONE MONTH)				$691,889	
**PRIMARY MARKET TOTAL (MONTHLY CORPORATE/OOP)				$1,564,281	

*CORPORATE POOL FIGURES SHOWN IN ITALICS
**NOT ALL MARKETS WILL RECEIVE 5 MONTHS OF SUPPORT IN ALL VEHICLES. THESE FIGURES REPRESENT A MAXIMUM COST FOR ONE MONTH OF OOH PRESENCE IN THESE MARKETS AND VEHICLES.

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Source: https://www.industrydocuments.ucsf.edu/docs/nzln0004